

May 5, 2008



Ms. Marlene Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> St, S.W., Room TW-A325  
Washington, DC 20555

Re: MB Docket No. 04-233

Dear Ms. Dortch:

The American Cancer Society is a nationwide community-based voluntary health organization dedicated to eliminating cancer as a major health problem. We place great value on the phrase *community-based* with respect to our volunteers, our fundraising and our service to local cancer patients, survivors and caregivers.

Legislation that could impede our ability to reach constituents through local media partners will make it difficult to maintain the high level of awareness we need to support our fundraising, service, news updates and events that constitute our local efforts in the fight against cancer. And let me assure you that our television and radio partners in Rochester, Minnesota are "front and center" with us as we campaign to eliminate cancer as a major health problem.

Specific examples of how we work with our local television and radio include:

- Stories on cancer break-throughs, changing mortality rates, news about specific cancers appear year around with a local connection that makes these stories more personal to viewers and listeners in the Rochester area.
- Our Rochester media regularly run PSA's for us to raise awareness of cancer prevention, early detection and support the American Cancer Society offers patients and families who are locked in a cancer battle.
- Rochester radio and television offer year around support by inviting local ACS staff and volunteers to appear to talk about fundraising events like Daffodil Days and Relay For Life.
- Rochester area television stations, KAAL, KTTC and KXLT regularly send camera crews and reporters to cover stories important to ACS community awareness, like events at Hope Lodge Rochester, volunteer activities and special fundraising events.
- Cumulus Radio, KTTC and KXLT regularly provide "on air talent" to appear at events, to emcee events and to be local spokespersons for our programs and initiatives.

Ms. Dortch, my appeal is based on the strong support and service we receive from our local media partners all year long. Please pass along my personal concern, as a local Community Relations staff person for the American Cancer Society, that legislation like MB Docket No. 04-233 may impact our ability to be as effective in our role in the fight against cancer.

Sincerely,

Ross Messick  
Community Relations, Olmsted County